

Voters' Pamphlet Guidelines for Candidates

2012 Edition

Checklist

All materials must be received by **5 p.m. on May 25.**

- ☐ Candidate information
- ☐ Statement
- ☐ Biography
- ☐ Photograph

Easy online submission

1. Provide an email address when you file for office.
2. Prepare your statement, biography and photo.
3. Instructions for online submission for the Voters' Pamphlet will be emailed to you with confirmation of your successful candidate filing.

Candidates who are eligible

Only candidates who have filed for the following offices are eligible to submit their information for display on the Secretary of State's website and publication in the General Election Voters' Pamphlet.

| | |
|----------------------------|---|
| President | Attorney General |
| U.S. Senator | Commissioner of Public Lands |
| U.S. Representative | Superintendent of Public Instruction |
| Governor | Insurance Commissioner |
| Lt. Governor | State Senator |
| Secretary of State | State Representative |
| State Treasurer | |
| State Auditor | |

If your office is not listed here, contact your county elections department for more information.

Questions?

Call (800) 448-4881

Email voterspamphlet@sos.wa.gov

— SAMPLE —

Warren G. Magnuson
(Prefers Democratic Party)



Elected Experience: 2005 elected North Franklin School District Board of Directors.

Other Professional Experience: Farmer/Rancher, Owner of Hailey Company, Inc. our 4th generation family farm. Public service volunteer, Registrar and Attendance Specialist for North Franklin School District, Bailie Memorial Youth Ranch Foundation Board, Director, Past Director of Bailie Memorial Youth Ranch Board, former 4-H leader, PTA President, continuing classroom volunteer. Served as Regional Director for a US Senator.

Education: Graduate Paschal High School, Ft. Worth, TX. Attended classes at TCJC and TCU. Graduate of Eastern Washington University, 1980.

Community Service: Inland Northwest Humane Society; Walk for Life participant, 11 years; neighborhood watch participant; long time recycler.

Statement: Senator Magnuson has always given the highest priority to advocating for children and families, including veterans, the elderly and disabled. Scourges such as identity theft, methamphetamine users and dealers have been the subject of his legislative efforts to increase penalties and protect victims.

District growth has been more than 30% over the past two years, creating a strain on schools and other services. He helped make difficult choices to balance needs and restrain the budget, working to secure funding for the Pierce County Skills Center in Frederickson, the Yelm Loop, the Cross Base Highway, the Orting Bridge for kids, the Nisqually-Mashel State Park, an upgraded lahar warning system and work to keep transportation dollars here at home.

Warren advocated for in-home intervention, home health care, support and chore services for children with developmental or behavioral disabilities, seniors and the disabled. He worked to extend the property tax deferral program – helping people whose homes have increased in value, but have not had an increase in income.

He believes the WASL should only be one of several tools used to measure academic success.

Warren is honored to represent you and he is and always will be, there for you.

For more information: (509) 123-4567
warren@magnuson.net; www.magnuson.com

Statements

The following standards ensure candidate statements comply with legal requirements and enhance the readability of the Voters' Pamphlet.

Word limits

State law sets maximum word limits (RCW 29A.32.121).

Hyphenated words count as two words unless the hyphenation is listed as one word by dictionary.com.

Statements exceeding word limits are shortened by deleting full sentences from the end until the limit is reached.

The Office of the Secretary of State (OSOS) reserves the right to eliminate excessive paragraph returns if your statement doesn't fit in the space provided.

President—300 words (6 paragraphs)

U.S. Senator—300 words (6 paragraphs)

U.S. Representative—300 words (6 paragraphs)

Governor—300 words (6 paragraphs)

Lt. Governor—200 words (4 paragraphs)

Secretary of State—200 words (4 paragraphs)

State Treasurer—200 words (4 paragraphs)

State Auditor—200 words (4 paragraphs)

Attorney General—200 words (4 paragraphs)

Commissioner of Public Lands—200 words (4 paragraphs)

Superintendent of Public Instruction—200 words (4 paragraphs)

Insurance Commissioner—200 words (4 paragraphs)

State Senator—200 words (4 paragraphs)

State Representative—100 words (2 paragraphs)

How should I add emphasis?

Use *italics* only to emphasize specific words or statements. Bolding, underlining, and all caps are not allowed.

May I use bullets?

No. Text must be written in paragraphs. Tables, lists, and bullets are not allowed.

Correct

I approve of justice for all, fairness of the law, and rehabilitation.

Incorrect

I approve of

- Justice for all
- Fairness of the law
- Rehabilitation

What words may I use?

Obscene, profane, libelous, and defamatory language will be rejected.

May I name other people in my statement?

Mentioning others by name in the candidate statement may result in a legal appeal, required changes to your statement, and a delay in posting the statement online.

Does someone edit the information I submit?

No, so proofread your statement, biography, and contact information carefully. Once you submit your information, changes will not be allowed to any content other than contact information unless otherwise requested by OSOS or court order.

Is my campaign contact information published?

Your campaign telephone number, email, and website are published only if provided in the lower section of your candidate information form (see page 4).

Be sure your campaign contact telephone, email, and website are functional when you submit your statement.

Can I submit a new statement for the General Election?

No. The statement you submit after filing for office will be displayed on the Secretary of State's website for the Primary. If you are on the General Election ballot, your statement will continue to be displayed online for the General Election and will be published in the state Voters' Pamphlet.

Tips from voters

In a recent study, Washington voters told us what information they want in a candidate statement:

1. Edit information as carefully as you would your resume.
2. Offer your vision. Be positive.
3. What do you hope to accomplish, if elected?
4. Describe what sets you apart from your opponent(s).
5. Avoid criticism of your opponent(s).
6. Who endorses your candidacy?
7. Avoid technical terms and abbreviations.

Biographies

In addition to your statement, you may provide a short biography limited to 100 words or less.

The following headings will be provided in your biography (headings do not count as part of the 100 word limit).

Elected Experience

Other Professional Experience

Education

Community Service

If you choose not to submit information for one of the following headings, the words "No information submitted" will appear next to the heading.

Hyphenated words count as two words unless the hyphenation is listed as one word by dictionary.com.

Biographies exceeding word limits are shortened by deleting full sentences from the end until the limit is reached.

Photographs

Each candidate may submit one self-portrait. Limit photo to the head and shoulders. Use a light-colored background (not white). Photos must be no more than five years old.

Color or black & white?

Color photos are required; black & white will be rejected.

Uniforms

Do not show the uniform or insignia of any organization that advocates or teaches racial or religious intolerance, or suggests the wearer has held public office. (RCW 29A.32.110)

Digital photos

Must be a minimum resolution of 300 dpi and no smaller than 4 x 5 inches. Photos may not be digitally altered.

Print photos

Submit a smooth, no gloss, lab-processed print. Photos printed on a home computer are unacceptable. Photos should be no smaller than 4 x 5 inches and no larger than 8 x 10 inches.

Professional photo or snapshot?

Professional photographs reproduce the best. If you have an amateur take your photo, here are some tips.

- A light-colored background is best (not white).
- Take numerous shots. Area should be softly lit to avoid facial and background shadows.
- If digital, make sure the resolution is 300 dpi or higher.
- Print the photos to choose the best one.

Can I submit a photo printed at home?

No. A photo printed at home will not reproduce well. If you have a photo on your home computer, submit the file online or burn a CD and mail it in.

Candidate information form

Completing this form is required *only* if submitting by mail. Information should be typewritten or neatly printed and returned with your statement, biography, and photograph.

Information in this section is for use by staff only and will not be published.

Candidate name _____
(as it will appear on the ballot)

District, office and position number (if applicable) _____

Contact telephone number _____
(include area code)

Email address _____

PO Box or street address _____

City or town _____ State _____ ZIP _____

The following will be published. It does not count toward word limits.

Campaign telephone number _____
(include area code)

Campaign email address _____

Campaign website _____

Enclosure checklist if mailing your information, please include...

- ☐ Candidate information form, printed and on CD
- ☐ Statement, printed and on CD
- ☐ Biography, printed and on CD
- ☐ Photograph, printed professionally or on CD
- ☐ All materials must be received by **May 25**

Mail to

Voters' Pamphlet
Office of the Secretary of State
PO Box 40229
Olympia, WA 98504-0229